MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

PBU0054 – FUNDAMENTALS OF BUSINESS MANAGEMENT

(FOUNDATION IN IT)

18 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 12 pages with 2 sections.
2. Attempt **ALL** questions in Section A and B. The distribution of the marks for each question is given.
3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (60 Marks)

1. When Jack, the manager of ABC firm is monitoring and ensuring the process of the organisation is meeting its goal, which function of the management process is Jack involving in?
   A. Leading
   B. Planning
   C. Organising
   D. Controlling

2. Carl is a manager at Xtra Co. He has been directed by the senior manager to work through the planning process for the strategy implementation. Which of the following should Carl do after developing the strategy for Xtra Co?
   A. Review all resources available within the firm.
   B. Determine the goals of the firm to implement the strategy.
   C. Design tactical and operational plans for implementation of the strategy.
   D. Create organisational charts to help everyone understand their reporting relationships.

3. Which of the following shows the process of leading within an organisation?
   A. Determining what needs to be done and how to do it.
   B. Guiding and motivating employees to meet the firm's objectives.
   C. Providing orders to employees and ensuring works completion.
   D. Organising people and resources to build reporting relationships.

4. Jenny is responsible to determine how to meet the goals set by the top manager. Which of the following best describes Jenny's position?
   A. Jenny is the middle manager of the firm.
   B. Jenny is the first-line manager of the firm.
   C. Jenny is the operations manager of the firm.
   D. Jenny is the chief executive officer of the firm.

5. Maria, a tuition teacher has the ability to use different methods of teaching to make her students understand well in her class. This is an example of what type of skill?
   A. Technical skill
   B. Conceptual skills
   C. Human relations skill
   D. Decision-making skill

6. When a firm doing an organisational analysis, the purpose is to _____.
   A. formulate strategy
   B. identify environmental opportunities
   C. analyse a firm's strengths and weaknesses
   D. match environmental threats and opportunities against corporate strengths and weaknesses

Continued ...

7. XY manufacturer divides its organisation according to the way the goods are created, what type of departmentalisation is being utilised?
   A. Product departmentalisation
   B. Process departmentalisation
   C. Functional departmentalisation
   D. Geographic departmentalisation

8. Most of the decisions in AX company are approved by upper management before they are being implemented. Which type of organisation is AX company refer to?
   A. Matrix organisation
   B. Learning organisation
   C. Centralised organisation
   D. Decentralised organisation

9. After responsibility has been assigned, what comes next to ensure the employee has the power to make the decisions necessary to complete the task?
   A. Authority is granted
   B. Accountability is created
   C. The work team is created
   D. The span of control is decided

10. _____ structure is organised around departments for each basic business activity.
   A. Matrix
   B. Process
   C. Divisional
   D. Functional

11. A firm looks for _____ authority when it needs counseling and advising from special expertise.
   A. line
   B. staff
   C. matrix
   D. delegated

12. Sunny organisation relies almost entirely on employees working on a common project with little or no underlying functional hierarchy. This is an example of which style of organisation?
   A. Team
   B. Virtual
   C. Learning
   D. Flexible

Continued ...

13. Adrian's job is to draw up plans to transform resources into products. He is most likely a/an _____.
    A. top manager
    B. middle manager
    C. quality manager
    D. operations manager

14. Virtual consultation that requires customers to be actively involved in order to receive the service is an example of _____ system.
    A. low contact
    B. high contact
    C. make-to-order
    D. make-to-stock

15. DHL company's _____ is to ensure that every delivery is fast and on time as per promised.
    A. flexibility
    B. high-context system
    C. operation capability
    D. extent of customer contact

16. JT company regularly examine the procedures in the production to reduce inefficiency. It is involved in _____.
    A. operations scheduling
    B. performance analysis
    C. value-added analysis
    D. methods improvement

17. When a company concentrates on the performance of its products, it is trying to ensure that _____.
    A. the product does what it is supposed to do
    B. the consistency of the products' quality from unit to unit
    C. the company analyses the competitor's products to identify desirable improvement
    D. the person who creates the product holds the responsibility of the quality while performing his or her job

18. Giant company uses _____ to break large tasks down to a series of smaller steps and includes all activities to successfully perform the task.
    A. PERT chart
    B. Gantt chart
    C. detailed schedule
    D. master operations schedule

Continued ...

19. Ahmad is a productive employee in Exon company, but he refuses to help others in the company. He is said to be lacking in _____.
    A. workplace aggression
    B. performance behaviour
    C. organisational citizenship
    D. counterproductive behaviour

20. An employee who has a low degree of conscientiousness will tend to _____.
    A. be insecure
    B. be systematic
    C. be short tempered
    D. be unprepared at meetings

21. John has high level in empathy. He is said to have the ability to _____.
    A. get along with others
    B. understand how others feel
    C. establish positive relationships
    D. balance fear, anxiety, and anger

22. Jamilah generally is late for work but does an excellent job when meeting with customers. Mark loves to design new product but he is always at a mood swing. Which of the following describes these personal attributes that vary from one person to another?
    A. Personality
    B. Self-efficacy
    C. Job satisfactions
    D. Individual differences

23. When Raju is required to change his work and do all over again, he will always remain optimistic and work hard to ensure the results are good enough to please his customers. Which area of emotional intelligence is Raju using to get his job accomplished?
    A. Empathy
    B. Self-awareness
    C. Motivating oneself
    D. Managing emotions

24. Jane is very satisfied with her salary and benefits while her company is very satisfied with her contributions at work. This is an example of _____.
    A. person-job fit
    B. job satisfaction
    C. psychological contract
    D. organisational commitment

Continued ...

25. Which of the followings come after selecting in the human resource activities?
    i) Recruiting human resources
    ii) Developing the workforce
    iii) Performance appraisal
    A. i only
    B. i and ii only
    C. ii and iii only
    D. i, ii and iii

Responsibilities of a Marketing Manager:

1. Work with Marketing Director to develop and implement the target marketing strategy
2. Create annual and quarterly marketing plans and targets for targeted sales
3. Communicate and educate the sales team on plans and outcomes.

Exhibit 1

26. ***Exhibit 1*** is part of the job analysis in the human resource planning process. This is an example of _____.
    A. job description
    B. job specification
    C. replacement chart
    D. skills inventories system

27. Rosli has an open position in his department that needs to be filled quickly. Where can Rosli find an employee with the right skills and familiar with the organisation and its values?
    A. Colleges
    B. Application forms
    C. Employee information system
    D. State employment commissions

28. Winnie is not a sales executive and she has her salary increases due to her performance level in a non-sales job. This salary increment is known as _____.
    A. bonuses
    B. pay for knowledge
    C. pay for performance
    D. merit salary systems

Continued ...

29. Which of the following is **NOT** the factor affecting the determination of compensation by a company?
    A. College information
    B. Internal pay structure
    C. Working environments
    D. Competitors' wage offering

30. _____ can be used to encourage workers to learn new skills that allow them to become proficient at different jobs.
    A. Gainsharing plans
    B. Pay-for-knowledge plans
    C. Pay for performance plans
    D. Social Security retirement benefits

31. When customers are emotionally satisfied with the function of a product, the product is said to have provided _____ to the customers.
    A. safety
    B. benefits
    C. guarantees
    D. basic requirements

32. Companies who use ad campaigns to raise public awareness of important issues such as texting while driving are working with what type of environment?
    A. Competitive
    B. Sociocultural
    C. Political-legal
    D. Technological

33. A company produces a product that fulfill the same need as other products in the market but may not look like another. What environmental trend is the company responding to?
    A. Form utility
    B. Place utility
    C. Brand competition
    D. Substitute competition

34. Gardenia company distributes its products to all grocery shops for the convenience of the customers to purchase its products. Which of the following is Gardenia developing?
    A. Form utility
    B. Place utility
    C. Possession utility
    D. Substitute competition

Continued ...

35. Burger King makes its burger differently from McDonald's burger. This is an example of _____.
    A. marketing mix
    B. marketing plan
    C. product positioning
    D. product differentiation

36. Justin finds that the taste of Aloha pizza is nice and repeats order whenever he consumes pizza from Pizza Hut. This is an example of _____.
    A. social influences
    B. cultural influences
    C. personal influences
    D. psychological influences

37. When a computer is bought strictly for personal use, it is considered as _____.
    A. services
    B. inventory good
    C. industrial good
    D. consumer good

38. Vicky is researching a destination for her vacation. In her research, she is comparing packages that include airfare, hotels, and the cost of the trip if each element is purchased individually. Which type of product is she purchasing?
    A. Specialty good
    B. Specialty service
    C. Shopping service
    D. Convenience service

39. Which of the following pricing strategies aims to maximise profits rather than to stimulate the sales of the company?
    A. Price skimming
    B. Penetration pricing
    C. Psychological pricing
    D. Cost-oriented pricing

40. When Julie's company distribute its goods through outlets, it is using the _____ channel.
    A. retail distribution
    B. direct distribution
    C. wholesale distribution
    D. distribution by agents

Continued ...

41. When a seller informs, sells, and distributes its products to consumers using technology, it is doing a/an _____.
    A. direct selling
    B. mail ordering
    C. online retailing
    D. direct-response retailing

42. Joe Market gives away free mugs to boost consumer buying through Shopee platform. Which of the following strategies is used by Joe Market?
    A. Trade shows
    B. Sales promotions
    C. Missionary selling
    D. Point-of-sale displays

43. James is being hired to do the examination of Xerox company's accounting system to determine whether its financial reports fairly represent its operations. James is said to be involved in _____.
    A. auditing
    B. budgeting
    C. bookkeeping
    D. financial analysing

44. _____ uses the accounting information to set budgets and evaluate future prospect.
    A. Investors
    B. Employees
    C. Tax authorities
    D. Business managers

45. In which way can a CPA assist firms in financial planning and information system design?
    A. Audit
    B. Tax planning
    C. Tax preparation
    D. Management Advisory Services

46. Which of the following is concerned with the external users of an organisation and reports on the activities of the company as a whole to these users?
    A. Auditing
    B. Financial accounting
    C. Managerial accounting
    D. Management Advisory services

Continued ...

47. A company has an asset-to-liability ratio of 5:3 and total assets worth $5 million. What is its owners' equity?
    A. $3 million
    B. $5 million
    C. $10 million
    D. $25 million

48. The difference between revenues and the cost of revenues is the _____.
    A. net income
    B. gross profit
    C. accounts payable
    D. operating income

49. Which of the following financial institutions earn profits from loans taken from the funds in each of its depositors' accounts?
    i) Pension funds
    ii) Finance companies
    iii) Commercial banks
    A. i only
    B. ii only
    C. iii only
    D. ii and iii only

50. Shark company is a firm that specialises in lending to businesses or consumers. Shark company is a/an _____.
    A. credit union
    B. finance company
    C. insurance company
    D. securities investment dealer

51. _____ allows a bank's customers to conduct account-related activities 24 hours a day and 7 days a week.
    A. Commercial banks
    B. Mutual Savings banks
    C. Automated teller machines
    D. Savings and Loan associations

52. BB enterprise, a Malaysia firm wishes to buy products from China supplier, what would the firm use to guarantee a specific payment at a future date?
    A. Letter of credit
    B. Brokerage service
    C. Banker's acceptance
    D. Currency exchange guarantee

Continued ...

53. Jenny adopts the _____ offered by a commercial bank to manage her funds and estate on behalf.
    A. trust services
    B. credit services
    C. financial advice
    D. international services

54. Which of the following **BEST** describes the "World Bank"?
    A. The World Bank only lends money to those with negative trade balances.
    B. The World Bank does not charge interest to governments with emerging markets.
    C. The World Bank provides funds for national improvements in underdeveloped countries.
    D. The World Bank is designed to promote the stability of exchange rates among member nations.

55. If Hans receives an annual interest return at 6%, how many years does he need to double his invested money?
    A. 12 years
    B. 13 years
    C. 14 years
    D. 15 years

56. _____ multiplies the earning capacity on an initial investment as interest payments accumulate and earn even more interest.
    A. Rule of 72
    B. Market value
    C. Compound growth
    D. Time value of money

57. When Jaya bought a _____, she is considered as part of the owner of a well-established and respected company with sound financial history.
    A. mutual fund
    B. no-load fund
    C. common stock
    D. blue-chip stock

58. The function of an investment bank is to _____.
    A. handle a client's portfolio
    B. issue and resell new securities
    C. provide insurance services for clients
    D. establish relationships for a client with a commercial bank

Continued ...

59. _____ is tracked to determine if there is a bear or bull market.
    A. Market index
    B. Blue-chip stock
    C. Total capital gain
    D. Current dividend yield

60. When a new bond is issued, the bond's principals must be repaid _____.
    A. on the issue date
    B. on the maturity date
    C. before the company goes into default
    D. when the company files for bankruptcy

(Total: 60 marks)

SECTION B: Structured Questions (40 Marks)

QUESTION 1

(a) What is the difference between a goal and a strategy?

(2 marks)

(b) What is the difference between centralised and decentralised organisation? Explain the characteristics of each organisation based on the organisational structure, layer of management and span of control. Sketch **TWO (2)** organisational charts that represent centralised and decentralised organisation respectively.

(8 marks)

(Total: 10 marks)

QUESTION 2

(a) Job satisfaction and organisational commitment are two important attitudes at work. List down **FIVE (5)** ways that a company can do to promote these attitudes.

(5 marks)

(b) What are the methods that a company can use to forecast internal and external supply of labour?

(5 marks)

(Total: 10 marks)

Continued ...

QUESTION 3

(a) Explain time, place, and form utility. Assume that you own a furniture shop, how will you optimise time, place and form utility in order to satisfy your customers?

(6 marks)

(b) Explain **TWO (2)** possible distribution channels that you will use to deliver your furniture to your customers.

(4 marks)

(Total: 10 marks)

QUESTION 4

(a) Assume that you are considering taking a loan to buy a house. Name **THREE** (3) possible financial institutions that you can take loans from and briefly explain each institution.

(6 marks)

(b) Suppose that you owned a share of B&C stock with an annual dividend payment of RM2 and current dividend yield is 5%.

(i) How much is the current share price of the B&C stock?

(2 marks)

(ii) If you sell the share after one year with a capital gain of RM3.28, what is your total return in percentage after one-year investment?

(2 marks)

(Total: 10 marks)

End of Paper